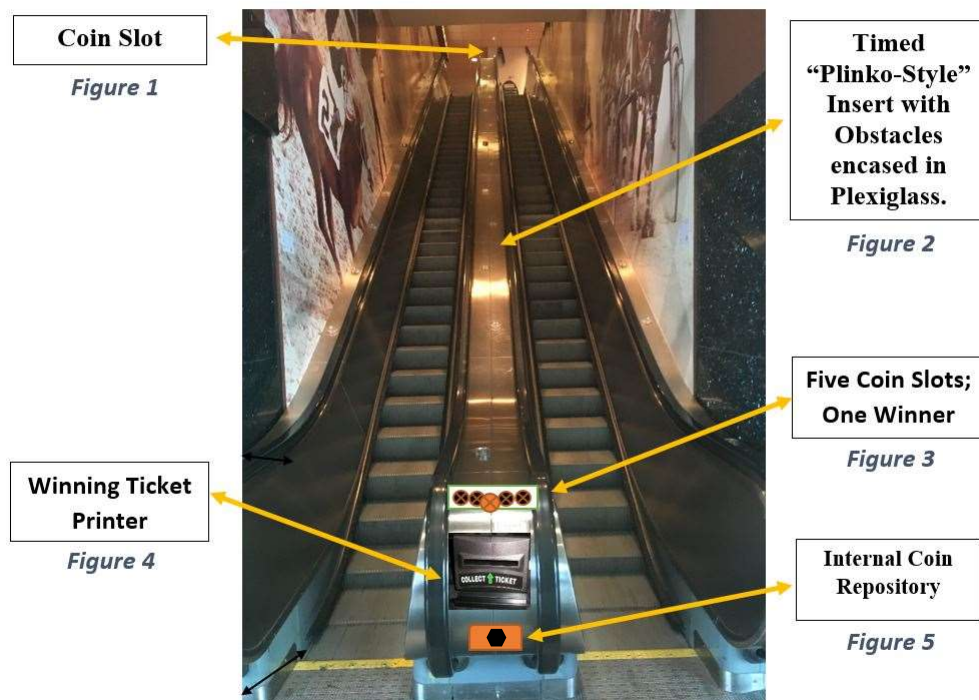


Escalator Profit System (EPS) Patent Application

1. The purpose of the Escalator Profit System (EPS) is to be used for obtaining secondary funding by utilizing existing infrastructure in conjunction with the promotion of businesses and products for owners of buildings and institutions that possess an escalator(s) on their premise.
2. This Patent application applies to the customized creation of individually installed Escalator Profit Systems based on the desires of the infrastructure owners. The overall concept remains the same for each application/installation.
3. This Escalator Profit System patent application is two-fold in nature as it describes both the physical components of the system in addition to detailing the potential outcomes with regard to advertising / secondary monetary stream within existing infrastructure.
4. The components of the system individually exist although not in the integrated manner that the Escalator Profit System (EPS) represents and that I seek to patent.
5. Components and Process:

Escalator Profit System (EPS)



6. Figures:

Figure 1: Coin Slot

The escalator will contain a slot to insert a coin at the top of the escalator. The coin type will be decided by the escalator owner (i.e. 25 cents, \$1, \$2, etc.).



Figure 1

Figure 2: Timed “Plinko-Style” Insert with Obstacles encased in Plexiglass.

Once the coin is inserted, several obstacles for the coin to bounce down the escalator will be encased in a plexiglass cover in synch with the escalator speed as the rider descends. The configuration and number of obstacles will depend on the size, height, angle, and length of each particular escalator in order to ensure the timing of the coin with the escalator rider’s descent. Beneath the obstacles can be a diagram/image that is pertinent to the type of product/business that the owner wants to promote. In the case of Figure 2 to the right, this is an horse racing themed escalator insert/diagram installed at a horse racing track. This could very well be the name of mall, a business within it, or an airport or casino name, etc. The diagram would be customized to each escalator owner’s preference.



Figure 2 “Plinko Style” Insert

Figure 3: Five Coin Slots; One Winner

In this example there are 1:5 Odds of winning. There is a total of five slots at the end/base of each escalator. One of the slots (in the center) is the winner of the particular prize/ticket/discount that the escalator owner decides upon.

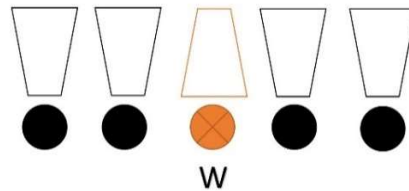


Figure 3

Odds / Payout Examples: Figure Three (and the example utilized throughout this patent application) describes an example utilizing 1:5 Odds of winning. Given additional space, the odds can be altered/adjusted according to the desire of the escalator owner by adding or subtracting slots. Note that this document utilizes a horse racing facility and ticket example. Having said that, the EPS can be applied to a mall, airport, a casino offering free-plays, or anywhere that an escalator exists.

Figure 4: Winning Ticket Printer

Upon the successful win of an escalator rider (center slot), the ticket printer will produce a redeemable ticket. In the example used throughout this document: A Horse Racing Facility – *Example*: a 25 cent coin that “won” could produce a \$1.00 ticket to go towards placing a bet at the horse racing facility. The redeemable ticket can be utilized for anything from specific discounts at a store in a shopping mall, to redeeming a product that is currently being marketed, casino plays, etc. The benefit of this is that it can be tied to purchasing/promoting at a local retailer or internal business within the escalator owners building/premises.



Figure 4

Figure 5: Internal Coin Repository

This is an accessible and key-lockable area where the owner/operator of the escalator can access/gather the coins that have been deposited within the EPS.



Figure 5